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CENTRAL FAX CENTER****JUN 02 2008****IN THE CLAIMS:**

Please cancel Claims 121 and 122, without prejudice, please amend Claim 101, and please add new Claims 123-124, as provided in the following Listing of Claims:

**Listing of Claims:**

Claims 1-100. (Canceled)

Claim 101. (Currently Amended) A computer-implemented method, comprising:

~~at least one of receiving and storing information~~  
regarding a first request by a content provider to be notified  
regarding an occurrence of an event, wherein the event is at  
~~least one of a request by a merchant for advertising space, a~~  
~~storing of an offered price for an advertising space, and a~~  
storing of a term or condition information for an advertising  
offering establishing an affiliated marketing relationship;

at least one of receiving and storing information  
~~regarding at least one of a request by a merchant for~~  
~~advertising space, an offered price for an advertising space,~~

~~and a term or condition for an advertising offering for~~  
establishing an affiliated marketing relationship;

detecting the occurrence of the event with a  
processing device;

generating a first message containing information  
regarding the event with the processing device, wherein the  
first message is generated by the processing device in  
response to the occurrence of the event;

transmitting the first message to a computer or a  
communication device associated with the content provider;

receiving a second request, wherein the second request  
is transmitted from the computer or the communication device  
associated with the content provider, wherein the second  
request is a request for information regarding an offer by a  
merchant associated with the event to create or establish an  
affiliated marketing relationship;

generating a second message, wherein the second  
message contains ~~at least one of~~ information regarding the  
offer by the merchant to create or establish an affiliated

marketing relationship, and at least one of information regarding the merchant, and contact information regarding the merchant;

transmitting the second message to the computer or the communication device associated with the content provider;

receiving information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship;

processing the information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship between the merchant and the content provider;

storing information regarding the affiliated marketing relationship between the merchant and the content provider;

generating a third message containing information that the affiliated marketing relationship was created or established between the merchant and the content provider; and

transmitting the third message to a communication device or a computer associated with the merchant.

Claim 102. (Previously Presented) The computer-implemented method of Claim 101, wherein the computer-implemented method is performed via, on, or over, at least one of the Internet and the World Wide Web.

Claim 103. (Canceled)

Claim 104. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

transmitting information regarding an advertisement associated with the merchant to a computer associated with the content provider via, on, or over, at least one of the Internet and the World Wide Web.

Claim 105. (Previously Presented) The computer-implemented method of Claim 104, wherein the information regarding an advertisement associated with the merchant includes a banner advertisement.

Claim 106. (Previously Presented) The computer-implemented method of Claim 104, wherein the information regarding an advertisement associated with the merchant includes a logo or an icon.

Claim 107. (Previously Presented) The computer-implemented method of Claim 104, wherein the information regarding an advertisement associated with the merchant includes a link to a computer or a web site associated with the merchant.

Claim 108. (Previously Presented) The computer-implemented method of Claim 104, further comprising:

placing information regarding the advertisement associated with the merchant on a computer or a web site associated with the content provider.

Claim 109. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

determining a commission or a referral fee due to the content provider pursuant to the affiliated marketing relationship.

Claim 110. (Previously Presented) The computer-implemented method of Claim 109, further comprising:

processing a payment of the commission or the referral fee due to the content provider pursuant to the affiliated marketing relationship.

Claim 111. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

processing information regarding a web site or a link visited, utilized, or navigated, by an individual or a user in connecting to a computer or a web site associated with the merchant.

Claim 112. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

storing information regarding a commission or a referral fee earned by the content provider pursuant to the affiliated marketing relationship.

Claim 113. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

storing information regarding a payment of a commission or a referral fee to the content provider pursuant to the affiliated marketing relationship.

Claim 114. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

at least one of storing and providing information regarding a past success rate of an advertisement and a success rate of the content provider.

Claim 115. (Previously Presented) The computer-implemented method of Claim 101, wherein the third message is transmitted in an e-mail message.

Claim 116. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

administering a financial account for the merchant or for the content provider.

Claim 117. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

at least one of processing a financial transaction for the merchant or for the content provider, effectuating a payment from the merchant to the content provider, and receiving a payment on behalf of the content provider.

Claim 118. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

processing information regarding a transaction pursuant to the affiliated marketing relationship;

generating a transaction notification report containing information regarding the transaction and a commission or a referral fee due the content provider; and

transmitting the transaction notification report to the computer or the communication device associated with the content provider.

Claim 119. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

providing notification to the content provider of the occurrence of a transaction pursuant to the affiliated marketing relationship;

determining a commission or a referral fee due to the content provider as a result of the transaction; and

effecting a payment of the commission or the referral fee to an account associated with the content provider.

Claims 120-122. (Canceled)

Claim 123. (New) The computer-implemented method of Claim 101, further comprising:

processing information regarding a purchase or a sale of an advertisement space.

Claim 124. (New) The computer-implemented method of Claim 101, further comprising:

processing information regarding and auction for an advertisement space or processing information regarding a bid for an advertisement space.